Life just isn't that simple anymore.

Today, people want a great tasting cigarette. They also want that cigarette to be low in "tar" and nicotine.

To make a cigarette that does both is not a simple job.

But nothing's simple anymore.

And we knew that. That's why we were prepared to concentrate our time, our experience, our technical knowledge into making just such a cigarette.

Multifilter.

Through a very intricate blending process and a most modern filtering system, we've managed to lower the "tar" and nicotine content and still give you a cigarette that tastes like a cigarette with full rich flavor for you to enjoy.

And you'll know it yourself the minute you taste...

Benson & Hedges.

Multifilter

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

13 mg. "tar," 0.9 mg. nicotine, av. per cigarette, FTC Report, Mar. '74.

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Ice Cream
Page 4/C Bld.
Time 1974
Wells, Rich, Greene, Inc.

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Source: https://www.industrydocuments.ucsf.edu/docs/hjmn0063

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